

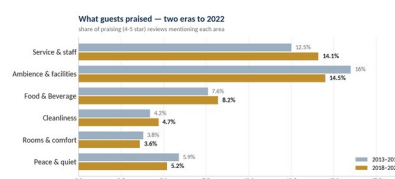
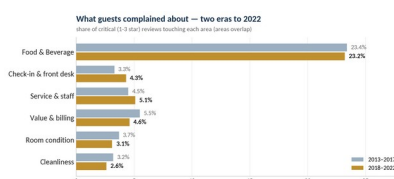
A Decade of Nairobi Hotel Guest Experience — to 2022

200,000+ Google reviews across two five-year eras (2013–2017 and 2018–2022) — what changed, what held, and what guests wished for.



WHAT A DECADE OF GUESTS TOLD US

- The guest experience got better.** The typical review rose 4.25→4.42, angry reviews fell 5.6%→4.7%, and the positive share rose from 82% to 87%.
- The basics stopped being the problem.** Complaints about value, room condition and cleanliness all fell as hotels professionalised — hardware is no longer the main gripe.
- Attention shifted to people.** Service and the front desk rose on both sides of the ledger — the biggest rising complaint and, at once, the biggest rising praise.
- Food & Beverage never moved.** F&B touched ~23% of critical reviews in both eras — the single most-mentioned area, unchanged across ten years.
- Guests wished for small comforts.** The recurring “I wish...” signals are hot water, in-room tea/coffee, Wi-Fi, working AC and room service — not spas or pools.



“I wish the hotel had...” — and where your hotel stands

The small things guests kept missing: hot water & a working shower • in-room tea, coffee & a kettle • reliable Wi-Fi • working air-conditioning • room service & later dining • usable leisure facilities • secure parking — almost all low-cost and fixable.

CVI reads your hotel's full review history — the complaints that persist, the staff guests love, and the exact “I wish...” signals they leave for you. Book a free 20-minute walkthrough: Adrian Leshan, Business Lead • +254 705 495016 • hello@cvi.co.ke • cvi.co.ke